



# Statewide Mobility Management

May 3, 2016

Massachusetts Community Transportation Coordination Conference

Presented by  
Mary Basilone



# What is Ride Match?

## A Mobility Management Resource Providing...

- An online searchable database of transportation providers in Massachusetts
- A single point of access to information about travel and transportation options
- A network of multiple transportation providers meeting a variety of travel needs



The screenshot shows the Ride Match website interface. At the top, there is a navigation bar with links: HOME, Transportation Providers, Useful Links, Disclaimer, and Contact Us. Below the navigation bar is a welcome message: "Welcome to Ride Match, a regional directory of transportation options (private, public, and non-profit) for seniors, people with disabilities or anyone needing to travel in Southeastern Massachusetts and beyond." Below this, there is a section for users to search for providers. It includes a form with the following fields: "Where are you starting from?" (County and City or Town dropdowns), "Where are you traveling to?" (County and City or Town dropdowns), "When are you traveling?" (Day and Time dropdowns), "What is the purpose of your trip?" (Trip Purpose dropdown), and "Any special needs for this trip?" (checkboxes for various needs). A "SUBMIT" button is at the bottom. On the right side of the form, there are two buttons: "All Transportation Providers" and "I'm a Provider".

[www.massridematch.org](http://www.massridematch.org)



# History of Ride Match



- **2010** – Awarded a Mobility Management grant to design and implement services for older adults & people with disabilities
- **2011** – Compiled inventory of transportation providers in Southeastern Massachusetts
- **2012** – Launched Ride Match
- **2013** – Launched a mobile version of Ride Match
- **2014** – Added MBTA commuter rail and bus data
- **2015** – Received a CTG from MassDOT to expand database statewide – BRTA, WRTA, NRTA, and FRTA sign MOAs
- **2016** – Released RFP for website redesign & branding – Feb. 2016
- **2016** – Applied for another CTG – geospatial mapping – Feb. 2016
- **Summer 2016** – New website launch



# Why a System?

- Consolidates provider information
- Improves customer service
- Improves service accuracy and efficiency
- Tracks unmet needs
- Provides reporting
- Becomes a planning tool for establishing future routes and services



# Let's Take a Look



**RIDE MATCH**  
MATCHING RIDERS' NEEDS TO TRANSPORTATION PROVIDERS  
**GATRA**

[HOME](#) [Transportation Providers](#) [Useful Links](#) [Disclaimer](#) [Contact Us](#)

Welcome to Ride Match, a regional directory of transportation options (private, public, and non-profit) for seniors, people with disabilities or anyone needing to travel in Southeastern Massachusetts and beyond.

If you need transportation, please fill out the form below or select [All Transportation Providers](#) to view a complete list of providers in the Ride Match database.

Select [I'm a Provider](#) to add a new or update an existing listing.

**All Transportation Providers**

**I'm a Provider**

**Medical Appointments for MassHealth Recipients:** If you have been approved for transportation benefits (PT-1) through MassHealth, please contact the Regional Transit Authority on your approval letter to schedule your transportation or call MassHealth directly (1-800-841-2900).

\* Designates a required selection.

Where are you starting from? \*  \*  [Click for Map](#)

Where are you traveling to? \*  \*  [Click for Map](#)

When are you traveling?

What is the purpose of your trip?

Any special needs for this trip?  
Select all that apply.

- ☐ I am a senior 60 years of age or older.
- ☐ I am a person with a disability.
- ☐ I need to travel with a wheelchair.
- ☐ I need a lift to access the vehicle.
- ☐ I need a personal care attendant.
- ☐ I am a school-aged student (through high school only).
- ☐ I am a veteran.
- ☐ I am looking for airport transportation.

**SUBMIT**


## User Interface

[www.massridematch.org](http://www.massridematch.org)



# Let's Take a Look



**RIDE MATCH** Mobility Management System  Greater Attleboro Taunton Regional Transit Authority

Control Panel Hello mbasilone [Sign Out](#)

ALL PROVIDERS Total Records: 741

RTA:  Actions  Search for:

RTA	Provider Name	Status	Phone	Address	City	State	ZIP Code	County	Contact
BAT	Easton Council on Aging Transportation Services	Active	(508) 238-3160	Frothingham Hall Community Center	North Easton	Massachusetts	02356	Bristol	Dolores Kent
BRTA	Elder Services Inc. of Berkshire County, Inc.	Active	(413) 499-0524	877 South St	Pittsfield	Massachusetts	01201	Berkshire	
GATRA	Elite Transportation	Active	(508) 990-0017	1 Deerfield Lane	Fairhaven	Massachusetts	02719	Bristol	Albert Williams
GATRA	Executive Coach	Active	(508) 384-9300	20 Granite Way	Wrentham	Massachusetts	02093	Norfolk	
WRTA	ExtraCare Transport LLC		(508) 615-1201	769 Main Street, #1 Front	Worcester	Massachusetts	01610	Worcester	Ilijan Aliko
GATRA	Fairhaven Council on Aging	Active	(508) 979-4029	Senior Center	Fairhaven	Massachusetts	02719	Bristol	
GATRA	Fall River Council on Aging	Active	(508) 324-2715	Flint Senior Center	Fall River	Massachusetts	02721	Bristol	
GATRA	Fall River Taxi Service Inc.	Active	(508) 672-4992	67 Talbot Street	Fall River	Massachusetts	02021	Bristol	Danielle Cabral

## The Database or Mobility Management System

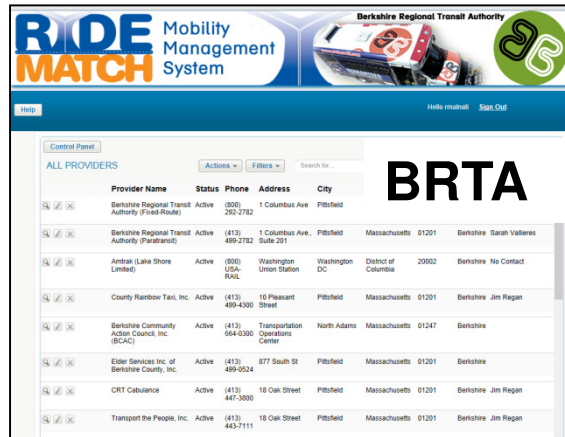
<http://admin.massridematch.org>

All Provider Screen



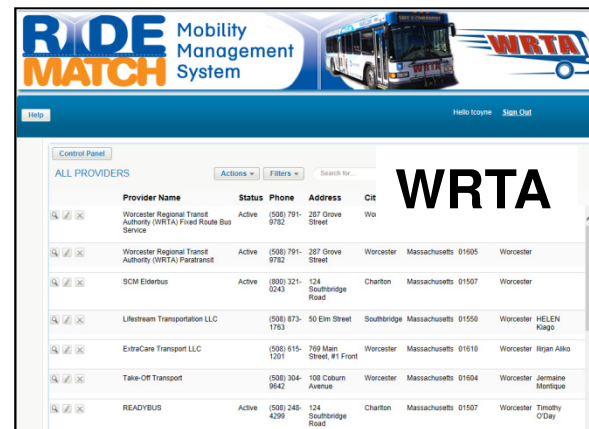


# RTA Mobility Management



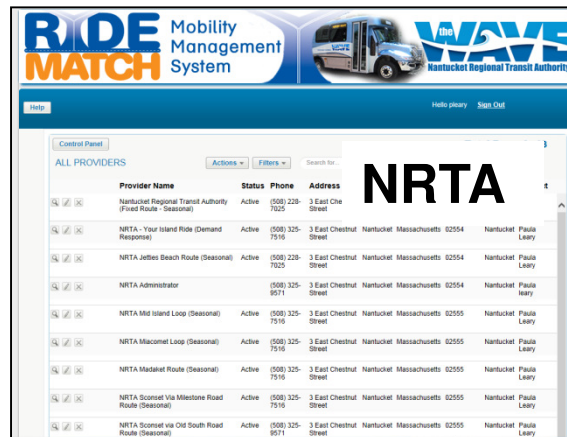
**BRTA**

Provider Name	Status	Phone	Address	City
Berkshire Regional Transit Authority (Fixed Route)	Active	(508) 232-2782	1 Columbus Ave	Pittsfield
Berkshire Regional Transit Authority (Paratransit)	Active	(413) 499-2782	1 Columbus Ave, Suite 201	Pittsfield
Amtrak (Lake Shore Limited)	Active	(800) USA-RAIL	Washington Union Station	Washington DC
County Rainbow Taxi, Inc.	Active	(413) 499-4300	18 Pleasant Street	Pittsfield
Berkshire Community Action Council, Inc. (BCAC)	Active	(413) 664-0300	Transportation Operations Center	North Adams
Elder Services Inc. of Berkshire County, Inc.	Active	(413) 499-0524	877 South St	Pittsfield
CRT Cabulance	Active	(413) 447-3800	18 Oak Street	Pittsfield
Transport the People, Inc.	Active	(413) 443-7111	18 Oak Street	Pittsfield



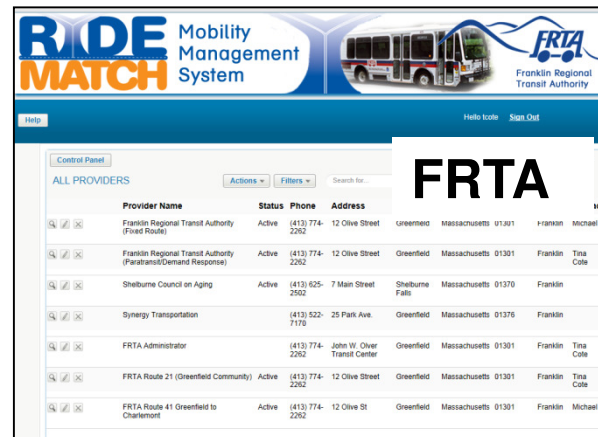
**WRTA**

Provider Name	Status	Phone	Address	City
Worcester Regional Transit Authority (WRTA) Fixed Route Bus Service	Active	(508) 791-9782	287 Grove Street	Worcester
Worcester Regional Transit Authority (WRTA) Paratransit	Active	(508) 791-9782	287 Grove Street	Worcester
SCM Elderbus	Active	(800) 321-0243	124 Southbridge Road	Charlton
Lifestream Transportation LLC	Active	(508) 873-1793	50 Elm Street	Southbridge
ExtraCare Transport LLC	Active	(508) 615-1201	769 Main Street #1 Front	Worcester
Take-Off Transport	Active	(508) 304-9642	108 Coburn Avenue	Worcester
READYBUS	Active	(508) 249-4299	124 Southbridge Road	Charlton



**NRTA**

Provider Name	Status	Phone	Address	City
Nantucket Regional Transit Authority (Fixed Route - Seasonal)	Active	(508) 228-7025	3 East Chestnut Street	Nantucket
NRTA - Year Island Ride (Demand Response)	Active	(508) 325-7516	3 East Chestnut Street	Nantucket
NRTA - Jetty Beach Route (Seasonal)	Active	(508) 228-7025	3 East Chestnut Street	Nantucket
NRTA Administrator	Active	(508) 325-9571	3 East Chestnut Street	Nantucket
NRTA Mid Island Loop (Seasonal)	Active	(508) 325-7516	3 East Chestnut Street	Nantucket
NRTA Macomet Loop (Seasonal)	Active	(508) 325-7516	3 East Chestnut Street	Nantucket
NRTA Madaket Loop (Seasonal)	Active	(508) 325-7516	3 East Chestnut Street	Nantucket
NRTA Scorsen Via Milestone Road Route (Seasonal)	Active	(508) 325-7516	3 East Chestnut Street	Nantucket
NRTA Scorsen via Old South Road Route (Seasonal)	Active	(508) 325-9571	3 East Chestnut Street	Nantucket



**FRTA**

Provider Name	Status	Phone	Address	City
Franklin Regional Transit Authority (Fixed Route)	Active	(413) 774-2262	12 Olive Street	Greenfield
Franklin Regional Transit Authority (Paratransit/Demand Response)	Active	(413) 774-2262	12 Olive Street	Greenfield
Shelburne Council on Aging	Active	(413) 625-2502	7 Main Street	Shelburne Falls
Synergy Transportation	Active	(413) 522-7176	25 Park Ave.	Greenfield
FRTA Administrator	Active	(413) 774-2262	John W. Oliver Transit Center	Greenfield
FRTA Route 21 (Greenfield Community)	Active	(413) 774-2262	12 Olive Street	Greenfield
FRTA Route 41 Greenfield to Charlemont	Active	(413) 774-2262	12 Olive St	Greenfield



- GATRA
  - CCRTA
  - BAT
  - SRTA
  - MBTA
- data input completed by GATRA

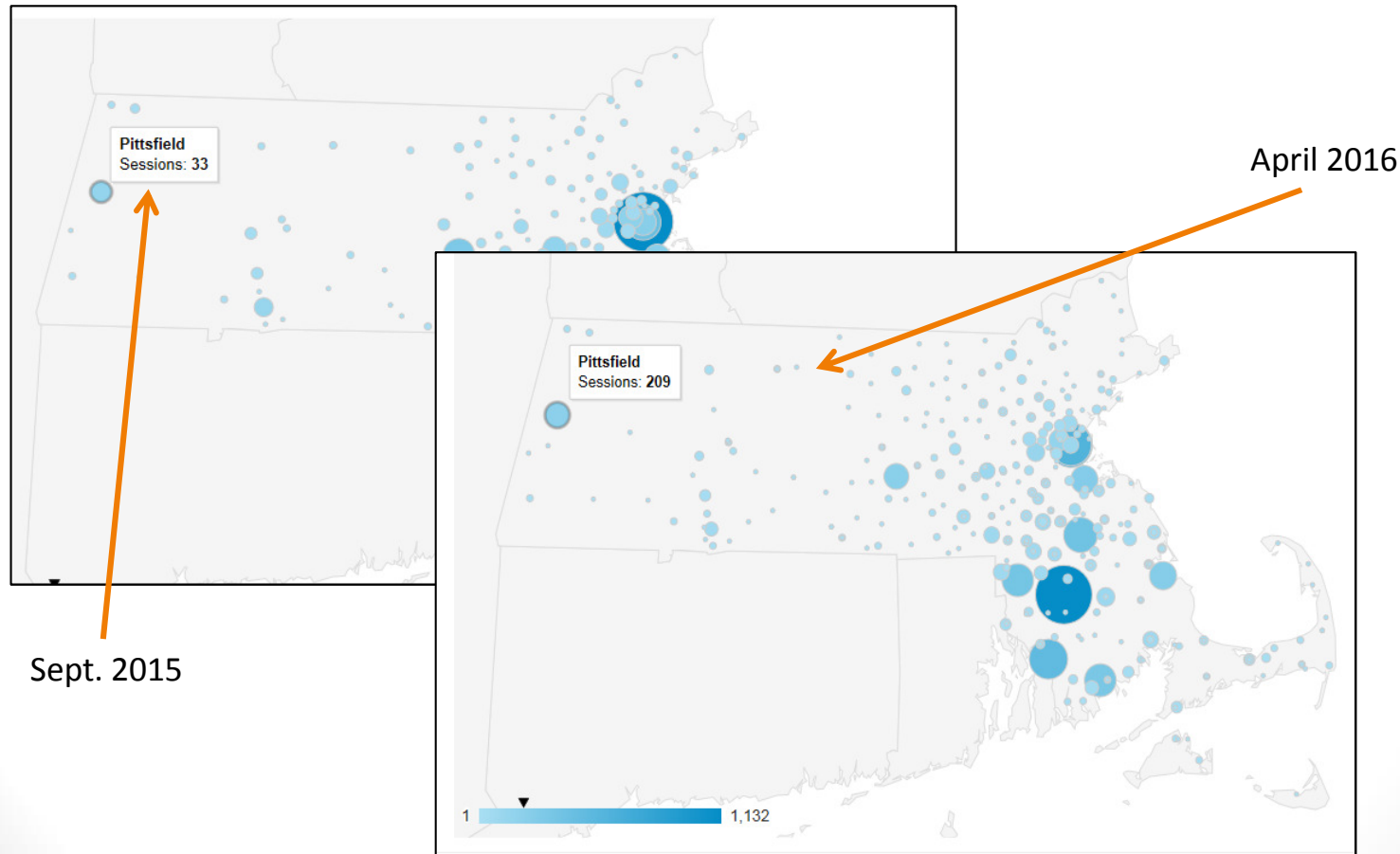
Each RTA manages their own regional database



# Google Analytics



Ride Match users in the Pittsfield area before data input and after

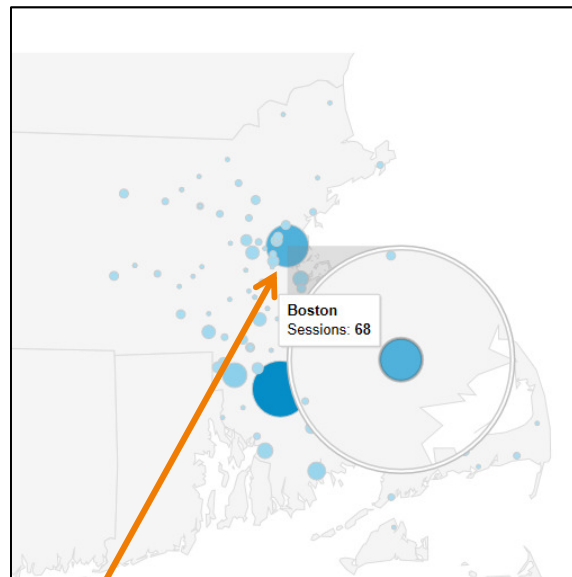




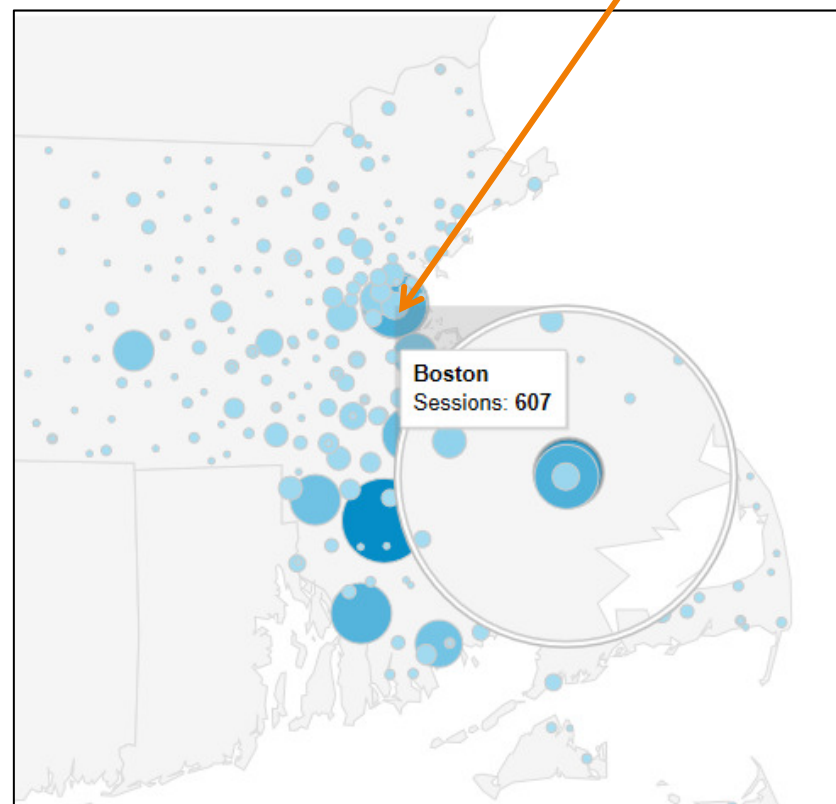
# Google Analytics



Ride Match users in the Boston area  
in May 2014 compared to April 2016



May 2014



April 2016

# Why a System?

- Tracks unmet needs
- Provides reporting
- Becomes a planning tool for establishing future routes and services



# Reporting

## Wareham to New Bedford

Total Number of Searches Overall: 60

Seniors: 25

Disability: 9

Wheelchair: 5



County From	City From	County To	City To	Day Name	Trip Type	Senior 60	disability	wheelchair	lift
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Thursday	Medical/Healthcare	Yes	Yes	Yes	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Other	No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Thursday	Other	Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Other	No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Other	Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Medical/Healthcare	Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Wednesday	Dialysis center	Yes	Yes	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Monday	Other	Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Thursday	Medical/Healthcare	Yes	Yes	Yes	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Dialysis center	No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Other	No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Other	No	Yes	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD		Education	No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Saturday	Other	Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Wednesday	Medical/Healthcare	Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD	Monday		No	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			Yes	No	No	No
PLYMOUTH	WAREHAM	BRISTOL(MA)	NEW BEDFORD			No	No	No	No



# Reporting

## Origin from Attleboro



Destination to:	Number of searches (Jan – May, 2015):
Taunton	124 (GATRA – Rt. 18 fixed route)
Boston	102 (GATRA Hospital Bus/commuter rail) No bus service
Attleboro	84 (GATRA – Rt. 18 fixed route)
Providence	75 (GATRA Hospital Bus/ commuter rail) No bus service
Mansfield	75 (GATRA Hospital Bus/ commuter rail) No direct bus service Can take Rt. 18 and transfer to 140 in Norton
Foxboro	48 (GATRA Hospital Bus) No bus service
Brockton	45 (GATRA Hospital Bus) No bus service
New Bedford	30 No bus service
Norton	30 (GATRA – fixed route)
Wrentham	24 No bus service



# Capturing the Data

- Data Fields
  - Origin/Destination, Days of Service, Eligibility, Payment, Reservations, Special Services, Vehicle Types, Etc.
- Data Consistency
- Data Maintenance
- Using Excel/ phone scripts/ data capture forms
- Vetting Providers
  - Private Providers – Incorporated with the State?



# RTA Implementations

- Sign MOA with GATRA
- Set up Database
- Training
- Data Input and Maintenance
- Reporting





# Open Discussion

- Questions?
- New Ideas?

[www.massridematch.org](http://www.massridematch.org)

